

**BROADCAST CABLE FINANCIAL MANAGEMENT ASSOCIATION**

*serving television, radio and cable*

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Dear Federal Communications Commission,

As the President and CEO of a small trade association serving financial executives in the broadcasting and cable television industry, I am very concerned about your actions surrounding faxes to our members. Specifically, removing the "established business relationship" qualification from the fax regulations is absolutely bad for business, forcing associations to obtain the written consent of their own members, clients and industry partners before transmitting any fax that could be interpreted as commercial in nature. When our members joined this association, they did so to get information from us. It is vital that we be able to contact them in an efficient and cost-effective manner. Asking them that they reaffirm our existing relationship is an annoyance at best. In addition, we have numerous concerns about the new regulations, including exactly which transmissions the FCC would interpret as commercial in nature, whether written consent to a national association would extend to chapter or affiliate faxes, and whether a written consent form would expire with membership.

Sincerely yours,

Mary M. Collins  
President & CEO